

## CLAIMS

1. A printing device for printing sheet elements (2) that are serially fed to the printing device, in particular product labels made of temperature-sensitive paper or paper substitute materials, comprising at least two separate feed devices (3a, ..., 3f) for each liner strip (1) comprising the sheet elements (2), wherein each feed device (3a, ..., 3f) comprises a peeling-off device (4a, ..., 4f) for peeling the sheet elements (2) from the liner strip (1), and wherein the feed devices (3a, ..., 3f) are associated with a print head (5a, ..., 5f) with a thermal slat (6a, ..., 6f) for printing a sheet element supported by a counterpressure surface (7a, ..., 7f), and comprising an application device (8) for removing the printed sheet element from the print head (5a, ..., 5f) and for applying said printed sheet element to a product,  
**characterised in that** the counterpressure surface (7a, ..., 7f) forms part of the print head (5a, ..., 5f).
2. The printing device according to claim 1,  
**characterised in that** each feed device (3a, ..., 3f) is associated with a print head (5a, ..., 5f).
3. The printing device according to claim 1 or 2,  
**characterised in that** the feed devices (3a, ..., 3f) are arranged along a longitudinal path.
4. The printing device according to claim 1 or 2,  
**characterised in that** the feed devices (3a, ..., 3f)

are arranged along a path in the shape of a graduated circle.

5. The printing device according to claim 4, **characterised in that** the application device (8) is arranged so as to be centred within the path in the shape of a graduated circle.
6. The printing device according to claim 2, **characterised in that** the feed devices (3a, ..., 3c) are arranged vertically, one on top of the other.
7. The printing device according to claim 6, **characterised in that** the application device (8) is embodied as a stamp that can be moved in vertical direction.
8. The printing device according to claim 3 or 4, **characterised in that** the application device (8) is a stamp that can be moved in a direction that is perpendicular to the longitudinal path.
9. The printing device according to claim 1, **characterised in that** a single print head (5) is associated with the feed devices (3a, ..., 3c), of which there are several, and in that association of the print head (5a, ..., 5c) with the respective feed device (3a, ..., 3f) takes place via an adjustment device (9).
10. The printing device according to claim 9, **characterised in that** the application device (8) is coupled to the adjustment device (9).

11. The printing device according to claim 8, 9, or 10,  
**characterised in that** the application device (8) and  
the adjustment device (9) can each be moved  
independently from each other along a single axis.
12. The printing device according to claim 8, 9, or 10,  
**characterised in that** an additional application  
device removes the labels from the feed devices (3a,  
..., 3f) and feeds them to a print head (5).
13. The printing device according to any one of the  
preceding claims,  
**characterised in that** the application device is  
operated pneumatically, hydraulically or  
electrically.
14. The printing device according to any one of the  
preceding claims,  
**characterised in that** the application device can be  
moved along multiple axes or in a rotary manner.